MAGNOLIA PARK NEIGHBORHOOD PROTECTION PLAN

Prepared for

City of Burbank Planning Division Community Development Department

Prepared by

Meyer, Mohaddes Associates

February 24, 1995

J94-023

List of Figures

Figure 1.	Study Area 2
Figure 2.	Existing Street Classification
Figure 3.	Existing Traffic Control
Figure 4.	Traffic Count Locations
Figure 5.	A.M. Dools Hour Tracks V. 1
	A.M. Peak Hour Traffic Volumes
Figure 6.	P.M. Peak Hour Traffic Volumes
Figure 7.	Average Daily Traffic Volumes
Figure 8.	Measured Speed (85th Descentile)
C	Measured Speed (85th Percentile)
Figure 9.	Streets Recommended for Neighborhood Traffic Control Measures 17
Figure 10.	Neighborhood Protection Measures 21
	,

MAGNOLIA PARK NEIGHBORHOOD PROTECTION PLAN PARTICIPANTS

Magnolia Park Citizens Advisory Committee

Representing Residents

Harold Jordan Linda Kelman Kathy Miller Stacey Murphy Gail Nicol Stanley Rand Sharon Schaffner

Representing Merchants

Jay Adams
Dr. David Gordon, Chair
Ira Lippman, Vice Chair
Carole Toffel
M. Wilson Vorbeck

Ex-officio Members

Judith Johnston-Weston Brian Bowman City Staff

Rick Pruetz, Chief Asst. CDD/City Planner Lothar Von Schoenborn, Adv. Planning Adm. Greg Herrmann, Assistant Planner Val Bridgeford, Senior Clerk Beverly Fromel, Intermediate Clerk

Consulting Team

Meyer Mohaddes Associates

Gary Hamrick, Principal Karen Urman, Transportation Engineer Joseph Fazio, Asst. Transportation Engineer Theresa Dau, Transportation Planning Intern

TABLE OF CONTENTS

I.	INTRODUCTION
	Boundaries of the Study
	Community Outreach Program
П.	EXISTING CONDITIONS
	Roadway Classifications
	Existing Traffic Control Devices
	Existing Traffic Volumes
	Existing Traffic Speeds
Ш.	IDENTIFICATION OF ISSUES
	Summary of Community Outreach Program and Survey Results 16
	Summary of Problem Locations
IV.	EVALUATION OF ALTERNATIVE STRATEGIES
	Typical Residential Traffic Control Devices
V.	DRAFT RECOMMENDATIONS 20
	Potential Neighborhood Traffic Control Measures for
	Consideration In Magnolia Park
	Potential Improvement Strategies - Area South of
	Magnolia Boulevard from Pass Avenue to Screenland Drive
	Potential Improvement Strategies - California Street from Chandler
	Boulevard to Alameda Avenue
	Potential Improvement Strategies - Clark Avenue Between
	Hollywood Way and Buena Vista Street
	Potential Improvement Strategies - Jeffries Avenue Between
	Hollywood Way and Buena Vista Street
	Potential Improvement Strategies - Cordova Street from
	Magnolia Boulevard to Clark Avenue
	General Measures
	Previously Recommended Neighborhood Protection Measures 25
	Warner Studios Expansion Planning Process

APPENDIX A. Residential Traffic Control Devices

I. INTRODUCTION

The Magnolia Park Neighborhood Protection Plan was initiated by the Burbank City Council in response to community concerns regarding improvements to Hollywood Way intersections, and in response to general problems of traffic intrusion and speeding on residential streets. In addition to forming the Citizen Advisory Committee to study existing traffic problems in the area and to recommend improvement strategies, the Council decided that Hollywood Way would not be widened between Vanowen Street and Alameda Avenue. This study is intended to provide technical assistance to residents and business owners in the Magnolia Park neighborhood to seek and assess solutions to existing and anticipated traffic concerns.

Due to the large size of the study area, it is possible that not all of the problems were identified. Candidate streets for study were selected through the community outreach program (see below) and through discussions with Traffic Bureau and City Traffic Engineer staff members. Given the dynamic nature of traffic flows, this study is a "snapshot" of existing conditions at a given moment in time. In the future, traffic conditions may change. Additional study and changes in mitigation strategies may be necessary to ensure safe and orderly vehicular movement through the community.

The neighborhood plan analyzes local traffic issues in detail and recommends specific neighborhood traffic controls. The program includes the following elements:

- Community outreach (surveys, community meetings and a citizens advisory committee)
- Collection of relevant traffic data (traffic volumes, speeds, traffic control devices, etc.)
- Preliminary identification of potential traffic improvements
- Development of an approved set of neighborhood traffic improvement measures
- Finalize list of potential improvements for consideration by the City Council

Due to the scope of this effort, the City contracted with Meyer, Mohaddes Associates, (MMA) a specialized traffic engineering and transportation planning consulting firm. MMA has worked closely with City staff and the Magnolia Park Advisory Committee throughout the program.

BOUNDARIES OF THE STUDY

The boundaries of the study area are Vanowen Street on the north, Buena Vista Street on the east, an irregular boundary (Olive Avenue, Alameda Avenue, and the Ventura Freeway) just north of the Media District on the south, and the City's western boundary. The center of the community is the focused commercial area along Hollywood Way and Magnolia Boulevard. Exhibit 1 illustrates the area included in the study, including the commercial area.



COMMUNITY OUTREACH PROGRAM

One of the most important elements of the Neighborhood Traffic Program Study is the opinions and feedback from residents and business owners in the neighborhood. To gather the opinions of local residents and business owners, a comprehensive public outreach program has been undertaken. The outreach program consists of the following elements.

- Initial Mailing and Survey At the beginning of the project, every resident and merchant in the Magnolia Park study area between Chandler Boulevard and Clark Avenue was sent a detailed survey and notice of the first charrette (public workshop). The survey was designed to gather information regarding traffic volumes, speeds, safety issues, and parking conditions and many other important transportation-related issues.
- Charrettes (Workshops) There were two charrettes held, one on a weekday evening and the second on a Saturday. Participants were asked to give their input on many issues, including traffic and parking. In addition to community residents and merchants, the charrettes were attended by members of the Magnolia Park Citizen Advisory Committee, City staff and consultants working on urban design, economic development, parking and neighborhood protection plans.
- Citizens Advisory Committee The City Council appointed a Citizens Advisory Committee for Magnolia Park consisting of concerned residents and business owners in the Magnolia Park study area. The committee was formed to study existing and future expected traffic conditions, land uses and the possible need for new City guidelines, and commercial revitalization. The advisory committee meets on a monthly basis. These monthly meetings have been attended on a regular basis by the consultant's project manager to review the status of this study. The committee has been involved in this traffic study process from the beginning, had an input on the surveys, attended the public meetings and has had follow-up meetings to identify issues and specific problem areas. The committee will be involved with the recommendation of preferred alternatives.

II. EXISTING CONDITIONS

ROADWAY CLASSIFICATIONS

The City of Burbank General Plan Transportation Element is the overall policy document of the City which guides the development and operation of the transportation system. One of the primary components of the Transportation Element is the street and highway functional classification system. Each roadway in the City has been assigned a functional classification. The classification system describes the physical and operational characteristics of different types of streets. The functional classification system covers the following roadway characteristics:

- Right-of-way width;
- Ultimate roadway curb-to-curb width;
- Type of traffic using roadway (local only, local plus commercial, local plus commercial and regional, etc.);
- General level of traffic volume which each roadway type is designed to carry.

The existing general plan does not include guidelines for acceptable traffic volumes based on functional classifications as developed by some cities. Meyer, Mohaddes Associates has researched several local and national sources to determine reasonable planning standards to use to measure daily and peak hour traffic volumes across various functional classifications. These general guidelines are included in the following descriptions of each classification.

Generally accepted roadway functional classification systems include the following classification types.

Local Street

- A Local Street is intended to provide access to the adjacent properties. Traffic on a Local Street should have a trip end on that street, or on a connecting local street.
- The traffic volume should generally be less than 2,500 ADT (average daily trips), total of both directions, or 200 vehicles for a single hour. On some streets this threshold would be even lower.
- A Local Street should <u>not</u> be designated as a truck route.
- Continuity of local street systems is not important.
- A Local Street should provide connection to a Collector Street. Through traffic should be discouraged on a Local Street.
- Intersection of Local Streets with Major Arterials should be discouraged.
- Access to abutting properties is the primary function of a Local Street. Therefore, parking removal or additional street widening should not be permitted unless it is for safety reasons.
- Special care should be taken in the design of a Local Street at intersections to provide safe and frequent pedestrian crossing opportunities.

Collector Street

- A Collector Street system should collect and distribute traffic between arterials and local streets.
- A Collector Street system should include those streets used principally to provide for through-traffic movements within a local area and for access to abutting property.
- A Collector Street serves traffic generators within residential areas, such as a small group of stores, elementary schools, churches, etc.
- The street volume should generally range from 2,500 to 10,000 ADT (average daily trips), or 500 vehicles per hour depending on design and abutting land uses.
- A Collector Street should not be designated as a truck route.
- Traffic movement and access to abutting properties are equally important functions of a Collector Street. Therefore, parking removal or additional street widening should be undertaken only at specific problem locations or under special circumstances.
- Special care should be taken in the design of intersections to provide safe and frequent pedestrian crossing opportunities.

Secondary Arterial

- A Secondary Arterial is intended to provide for the movement of traffic to secondary traffic generators such as small business centers, high schools, major parks and multiple family residence areas.
- A Secondary Arterial should serve as a distributor of traffic from a Secondary Arterial to a Collector Street and to Local Streets or to traffic destinations.
- The street volume should generally range from 10,000 to 20,000 ADT (average daily trips) depending on the design and the number of lanes.

Major Arterial

- A Major Arterial collects and distributes traffic from freeways to secondary arterial streets or directly to traffic destinations.
- A Major Arterial, is intended to serve as the major route for the movement of traffic within the City and for connecting with neighboring cities.
- A Major Arterial should expedite movement of through-traffic to major traffic generators such as the Media District and the City Centre area.
- Major Arterial volumes can vary widely, depending on the design, the number of lanes, and density of adjacent land uses.
- A Major Arterial is intended to provide for the movement of traffic throughout the City; thus, access to adjoining land uses should be limited to minimize disruption of traffic movement.

- Freeway (operated by Caltrans)
- A Freeway is intended to provide for inter- and intra-regional movement.
- Design treatment and traffic operations shall be in accordance with the specifications as required by Caltrans.

In neighborhood studies, the functional classification of each roadway is very important. It helps determine what type of improvements, if any, are appropriate for each street. For example, some measures may be very appropriate on local streets but may not be applicable for collector streets due to the fact that collector streets are designed to carry higher traffic volumes and speeds. The functional classification system adopted by the City of Burbank in the Magnolia Park study area is illustrated in Exhibit 2. As shown in the Exhibit, all streets are local streets, except the following.

Collector

- Clark Avenue through entire study area
- Oak Street through entire study area
- California Street between Magnolia Boulevard and south end of study area
- Chandler Boulevard through entire study area
- Jeffries Avenue through entire study area

Secondary Arterial

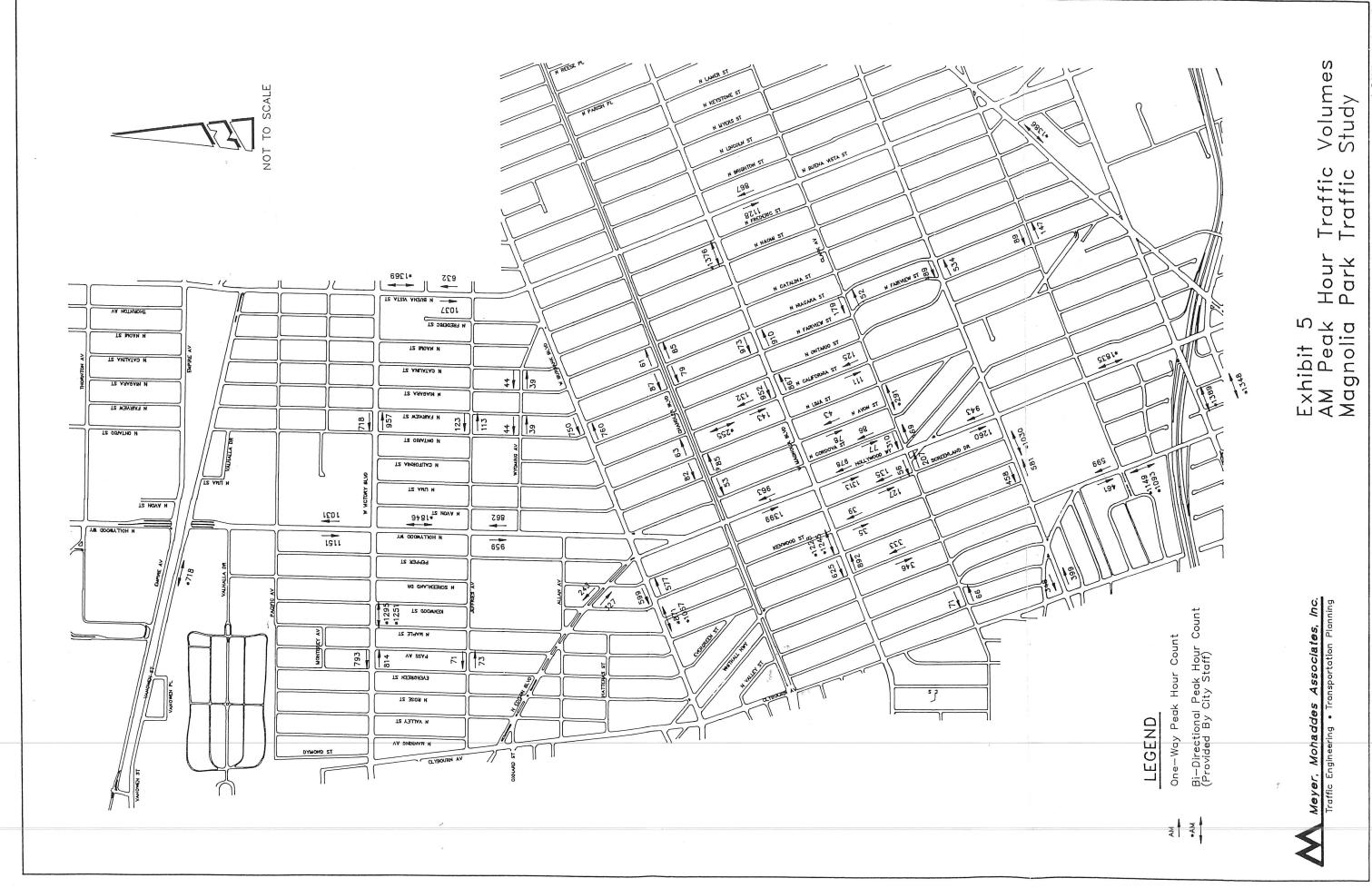
- Verdugo Avenue through entire study area
- Magnolia Avenue through entire study area
- Pass Avenue between Chandler Boulevard and south end of study area
- · Edison Boulevard between Burbank Boulevard and west end of study area
- Vanowen Street between Hollywood Way and Buena Vista Street

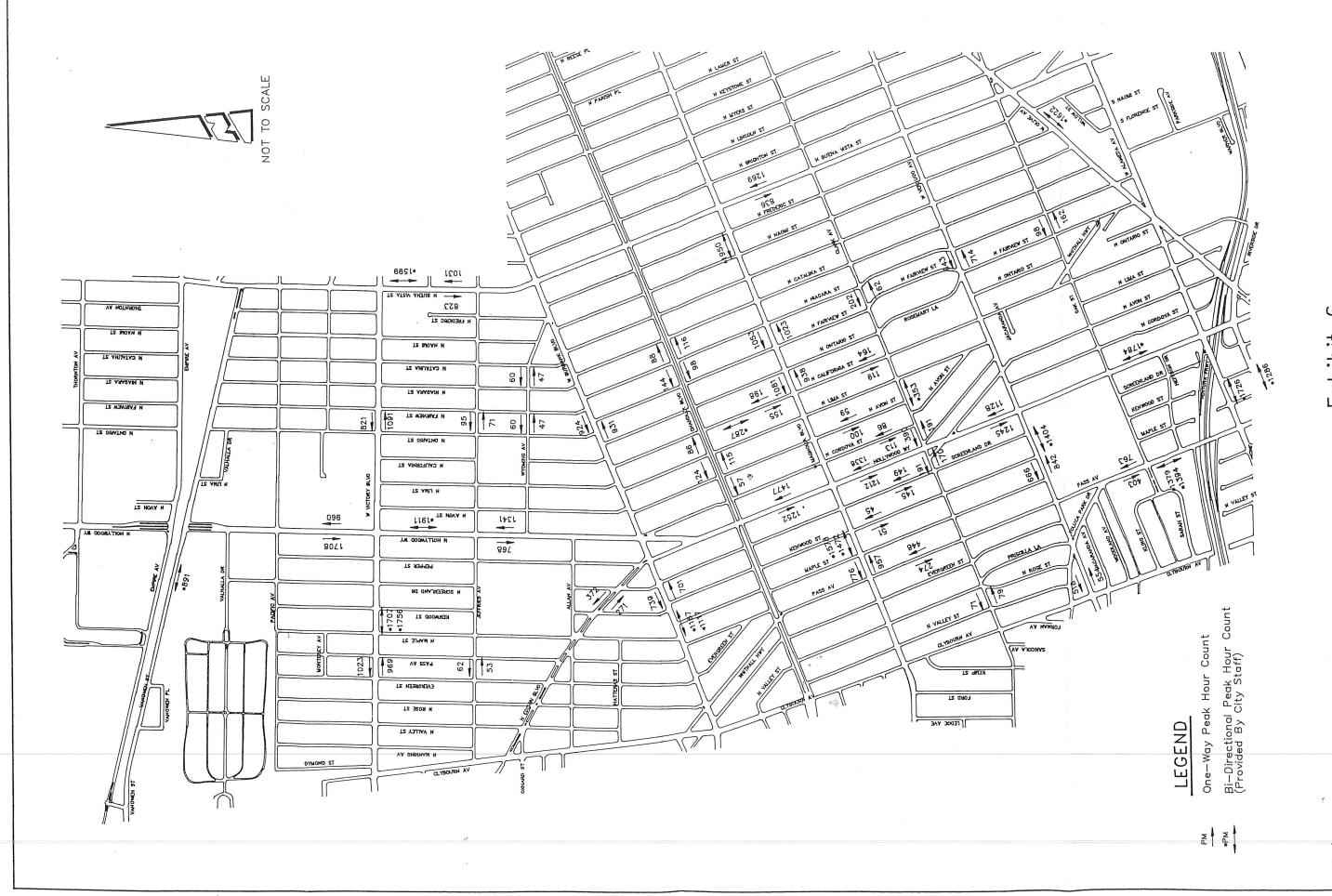
Major Arterial

- Olive Avenue through entire study area
- Alameda Avenue through entire study area
- Hollywood Way through entire study area
- Burbank Boulevard through entire study area
- Buena Vista Street through entire study area
- Victory Boulevard through entire study area

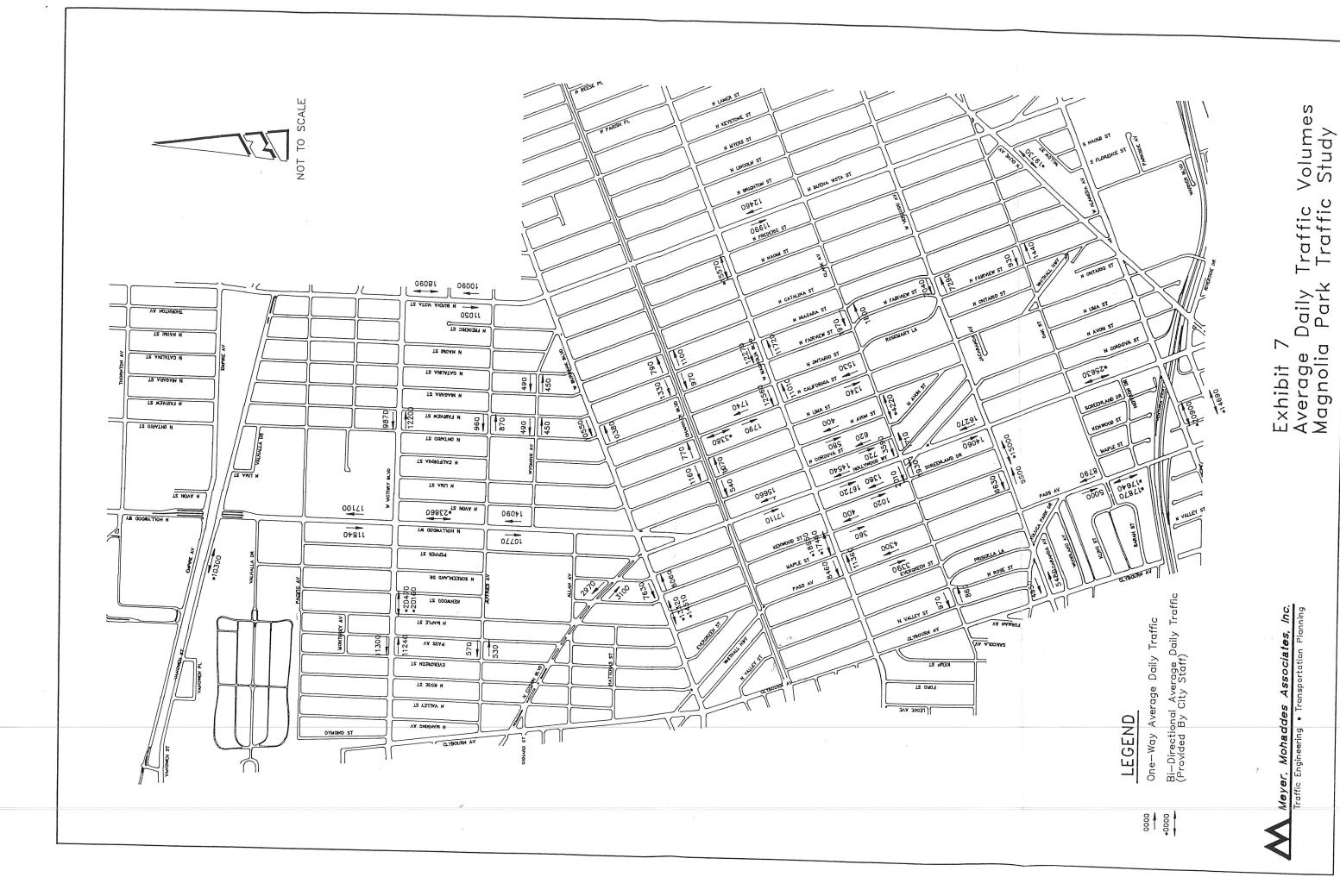


Classification Traffic Study EXH-2.DWG





Volumes Study Traffic Traffic Hour Park Exhibit 6 PM Peak Magnolia



FXH-7 DWG

EXISTING TRAFFIC SPEEDS

On some streets, speeding was indicated by residents as a problem. To better understand the conditions on those streets, speed data was collected. As with traffic volume data collection, it was not necessary nor feasible to collect speed data on each street. Therefore, speed data was collected on those streets which were identified as having potential speed-related problems. Two types of speed data were collected. On some streets, 24-hour surveys were conducted using machines on the roadway to collect speed data. On other streets, radar guns were used to collect speed data for a portion of the day. This is usually done during peak periods when commuters are most likely to speed through residential streets while avoiding congested arterial roadways.

The speed limit by state law on local residential streets is 25 miles per hour or less, based on local conditions. On collector streets and arterial streets, the speed limit is set by the City Traffic Engineer based on speed surveys. Traffic Engineers typically set the speed limit on arterial streets within five miles per hour of the 85th percentile measured speed. The 85th percentile speed is the speed at which 85 percent of the traffic was measured at or below. For example, if the 85th percentile speed on a street is 30 miles per hour, then 85 percent of the observed vehicles were travelling at 30 MPH or less and 15 percent were travelling at more than 30 MPH.

Exhibit 8 illustrates the 85th percentile speed as measured on streets in the Magnolia Park study area. Streets with 85th percentile speeds higher than acceptable limits include:

- Pass Avenue between Verdugo Avenue and Clark Avenue (Secondary Arterial)
- California Street between Alameda Avenue and Magnolia Boulevard (Collector)
- California Street between Magnolia Boulevard and Chandler Boulevard (Local)
- Clark Avenue between Ontario Street and Fairview Street and between Florence Street and Naomi Street (Collector)
- Jeffries Avenue between Catalina Street and Niagara Street (Collector)
- Screenland Drive between Verdugo Avenue and Clark Avenue (Local)



Percentile) Study Speed (85th Park Traffic S Exhibit 8 Measured Magnolia

III. IDENTIFICATION OF ISSUES

SUMMARY OF COMMUNITY OUTREACH PROGRAM AND SURVEY RESULTS

The two initial charrettes and monthly follow-up meetings of the advisory committee revealed resident's concerns regarding traffic problems. A brief summary of the issues raised at the meetings and through the surveys is provided below.

- Parking deficiency was the most often noted concern in the written surveys in the commercial area.
- High traffic volumes and speed were identified as concerns in residential areas.
- In a ranking of problems, speeding was ranked as the issue of highest concern, followed by amount of traffic, through traffic, reckless drivers, traffic noise, backing out of driveways and emergency access.

The consultants have worked closely with the advisory committee to help focus the analysis and recommendations.

SUMMARY OF PROBLEM LOCATIONS

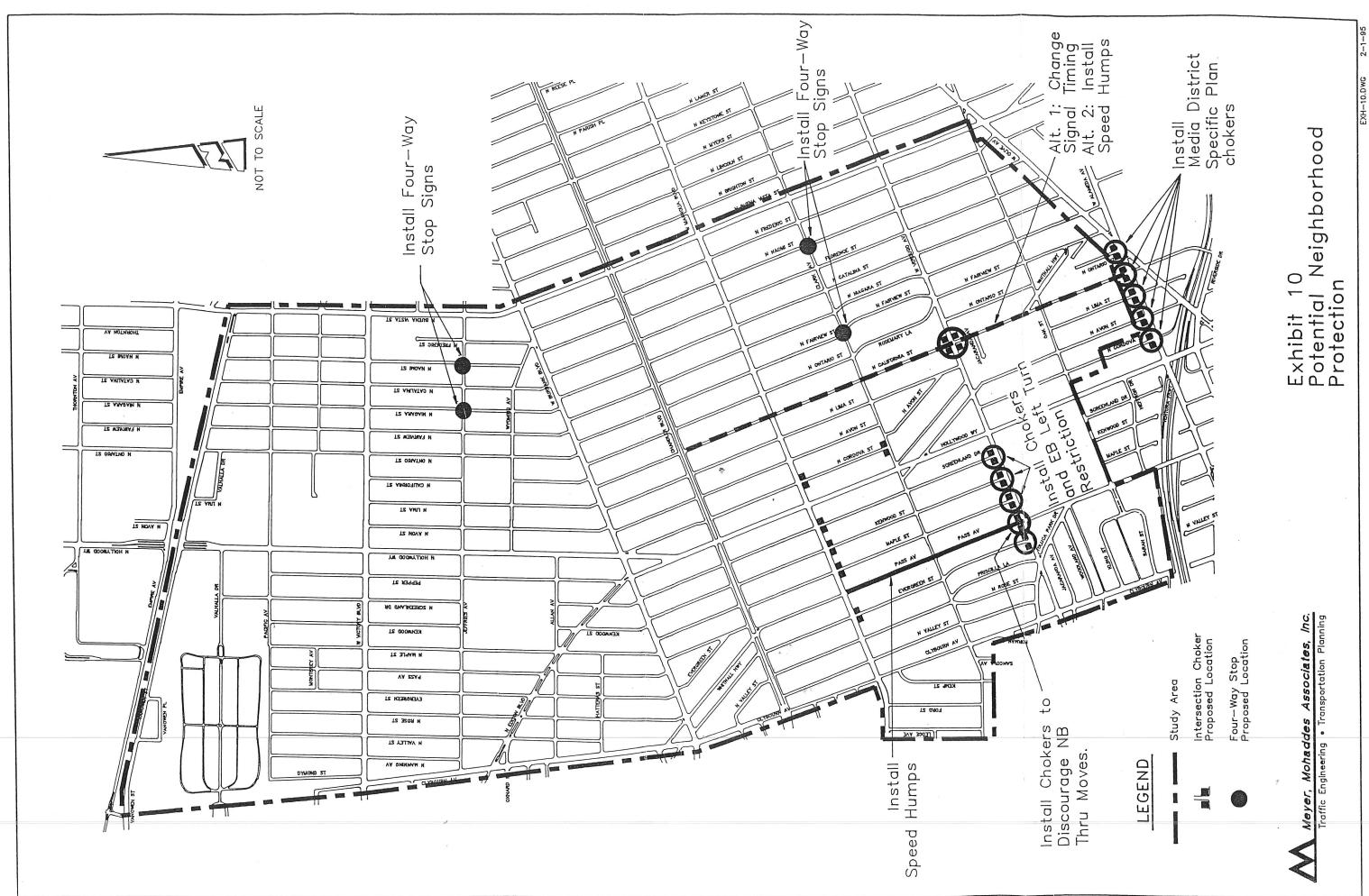
Based on survey results, citizen input, traffic volume data collection, traffic speed data collection, field review, and advisory committee recommendations, the following streets are identified as locations for specific neighborhood traffic mitigation:

- California Street between Chandler Boulevard and Magnolia Boulevard (combination of volumes and speed)
- California Street between Alameda Avenue and Magnolia Boulevard (speed)
- Pass Avenue between Oak Street and Magnolia Boulevard (combination of speed and volume)
- Screenland Drive between Verdugo Avenue and Clark Avenue (speed)
- Screenland Drive between Clark Avenue and Magnolia Boulevard (volume)
- Cordova Street between Clark Avenue and Magnolia Boulevard (combination of speed and volume)
- Jeffries Avenue between Hollywood Way and Buena Vista Street (speed)
- Clark Avenue between Hollywood Way and Buena Vista Street (speed)
- Cordova Street, Avon Street, Lima Street, California Street and Ontario Street north of Alameda Avenue, per the Media District Specific Plan.

Exhibit 9 illustrates the locations identified for mitigation.



-1--6 DWG 9--HX



;	
ŧ	

IV. EVALUATION OF ALTERNATIVE STRATEGIES

TYPICAL RESIDENTIAL TRAFFIC CONTROL DEVICES

Typical neighborhood traffic control devices or measures have been reviewed for application in the Magnolia Park study area. The neighborhood has been studied in depth to determine the most appropriate measures to apply in specific situations. Not all measures should be applied in the study area due to the unique characteristics of the area and some measures are more applicable to certain streets than others. Some of the measures which have been considered include the following.

Reduce travel way width by adding

- Parking striping on pavement
- Angle parking
- Chokers at street entrance
- Bike lanes (integrated into a system)

Signing

- Stop signs
- Speed limit
- Radar trailer (i.e., portable electronic radar based speed system that flashes speed to passing motorist)
- Directional signing (e.g. airport oriented)

Speed Control Design Features

- Speed humps (based on City of Burbank criteria)
- Traffic circles (generally not applicable to Magnolia Park streets due to width of local streets)

Turn Restrictions

Left, right, peak hour or one-way restrictions

- Metering
- Traffic signal timing changes
- Add left turn phasing (arrows)
- Traffic Flow Design Features
- Diverters (divert through traffic off of a street)
- Semi-diverters (divert one portion of traffic to another direction)
- Cul-de-sac (may be applied only under very specific conditions)

Illustrative graphics of some of these typical residential traffic control measures are provided in Appendix A of this report.

Media District Specific Plan

The Media District Specific Plan calls for a neighborhood protection plan for the area north of Alameda Avenue between Hollywood Way and Olive Avenue. The neighborhood protection program calls for the narrowing of roadways to limit access into the residential areas.

V. DRAFT RECOMMENDATIONS

Based on the results of the written survey responses, public meetings, advisory committee input and field review/data collection, a series of potential traffic control measures are proposed for the Magnolia Park study area. These measures are intended for review by the Advisory Committee, residents, and ultimately the City Council. Streets recommended for consideration of mitigation measures were presented to the Committee. After comments by the committee on which streets warrant mitigation measures, a set of preliminary mitigation recommendations was developed and are presented in this section of the report. Before these or any other measures will be implemented, the recommended program will be reviewed by City staff, the City Council, with additional opportunity for public comment.

POTENTIAL NEIGHBORHOOD TRAFFIC CONTROL MEASURES FOR CONSIDERATION IN MAGNOLIA PARK

Each street with identified problems has been reviewed and one or more mitigation strategies are proposed. For some streets, phased strategies are recommended for consideration by City staff and the Advisory Committee. The reason for recommending phased strategies is to initially implement a minimally-intensive measure, and to utilize other measures as necessary. Additionally, neighborhood mitigation measures may have secondary impacts such as requiring the redistribution of resident traffic as well as non-resident cut-through traffic. Therefore, each phased strategy has a unique level of effectiveness which must be very carefully considered by City staff, the Advisory Committee, local residents and the City Council. Exhibit 10 illustrates the locations and type of potential neighborhood protection measures. The measures are described in detail below.

These traffic mitigation strategies are presented for discussion purposes and to solicit input from City staff, the Committee, merchants and residents. The strategies vary in scope, effectiveness, cost and impact. Certain strategies are complementary to other measures and may not be as effective if implemented alone. Also, some streets which were not identified as "problem" streets themselves have identified mitigation measures since they may be subject to receiving traffic which would be redistributed from the problem streets. For example, it may be necessary to implement a measure on a street which itself has no problems today, but which is parallel to another street which is recommended for speed humps.

All potential neighborhood control strategies may be subject to more detailed analysis by the City Traffic Engineer before implementation. Also, it may be desirable in many cases to implement the measures on a test basis with the use of temporary installation techniques so that they may be tested for effectiveness and acceptability to the neighborhood. A test period implies the use of standard traffic engineering applications such as metal/wood barriers, concrete bollards, orange and white reflective markers and other devices that are effective but not necessarily attractive from an urban design viewpoint. It is important for residents

and the Advisory Committee to understand that for this reason, and also due to funding constraints, attractive and fully landscaped installations are not feasible at the beginning of the neighborhood control program.

It is also important to emphasize that measures such as speed humps, chokers and other strategies which will impact traffic flow are subject to City of Burbank application criteria, including the need for resident input. In some cases, it may be preferable to implement a phased neighborhood traffic control program which would first include relatively less impacting and easier to implement measures, with more drastic measures implemented as a second phase only if necessary. The less impacting measures may solve the problem sufficiently to eliminate the need for more drastic measures.

POTENTIAL IMPROVEMENT STRATEGIES - AREA SOUTH OF MAGNOLIA BOULEVARD FROM PASS AVENUE TO SCREENLAND DRIVE

There are several problems to be addressed in this area including excessive speeds and volumes on Pass Avenue, excessive speeds and volumes on Screenland Drive and cut through traffic on both streets. Although Pass Avenue traffic volumes are not excessive given its Secondary Arterial functional classification, the character of land uses along Pass Avenue, especially north of Verdugo Avenue, is much more consistent with a residential collector street classification. Unfortunately, the limited number of crossings through Chandler Boulevard makes Pass Avenue a desirable north/south route from the motorist's perspective despite its narrow width, residential land uses and low speed limit. The following strategies are presented for consideration for this portion of the study area.

• Install intersection chokers on the north side of Verdugo Avenue on Maple Street, Kenwood Street, and Screenland Drive to provide a narrower street appearance and discourage use by cut-through traffic. Install similar chokers on the south side of the alleys, south of Magnolia Boulevard at Maple Street, Kenwood Street and Screenland Drive.

Additional chokers along Magnolia Boulevard are proposed as part of the Magnolia Park Study Parking Plan of Action/Recommendations, Action 10: Angled Parking. The chokers are proposed in conjunction with potential angle parking configurations along streets intersecting Magnolia Boulevard between the alley and Magnolia Boulevard. The chokers would facilitate the angle parking design, would help to separate the residential neighborhood from the commercial area and reduce the tendency for commercial traffic to cut-through the neighborhood. The exact locations of the additional chokers is not identified, but all residential streets intersecting Magnolia Boulevard within the study area may be considered.

• Install speed humps on Screenland Drive from Magnolia Boulevard to Verdugo Avenue to directly address the speed problem and to help discourage cut-through traffic (also see discussion of phased program approach below).

- Install speed humps on Pass Avenue from Magnolia Boulevard to Verdugo Avenue. If speed humps alone do not work, then additional measures would need to be looked at.
- Install peak period left turn prohibitions (7 a.m. to 9 a.m., 4 p.m. to 6 p.m. or other times as determined appropriate by the City Traffic Engineer) for eastbound traffic on Verdugo Avenue at Maple Street, Kenwood Street and Screenland Drive. This measure would force traffic which may divert from Pass Avenue (due to speed humps) to use Hollywood Way instead of the three local residential streets.
- As part of the Hollywood Way signal improvement project at Verdugo Avenue, install a left turn arrow (with vehicle actuation) on eastbound Verdugo Avenue at Hollywood Way to facilitate the left turn movement.
- At the eastbound off-ramp of the Ventura Freeway to Pass Avenue, change the existing airport direction signage from directing traffic northward to directing airport traffic southward to Alameda Avenue and then to Hollywood Way.
- Install chokers on Evergreen Street south of Magnolia Boulevard and north of Verdugo Avenue to help prevent potential spill-over traffic due to the installation of speed humps on Pass Avenue.
- Phased Alternative The City and local residents may want to consider a phased approach to the issue of pass-through traffic and speeding on all study area streets. As a general rule, the most cost-effective and minimally intrusive measures should be implemented first, with subsequent measures developed, if necessary, to further reduce traffic speeds and volumes.

POTENTIAL IMPROVEMENT STRATEGIES - CALIFORNIA STREET FROM CHANDLER BOULEVARD TO ALAMEDA AVENUE

California Street between Chandler Boulevard and Magnolia Boulevard was found to have excessive daily traffic volumes and speeds. Traffic volumes on California Street between Magnolia Boulevard and Alameda Avenue were found to be consistent with acceptable standards for collector streets, but speeds are high based on the posted 25 mile per hour speed limit. The following measures are presented for consideration.

- Change the signal timing pattern at California Street/Verdugo Avenue and California Street/ Magnolia Boulevard to be "demand activated" which would present a red signal indication north/south more often.
- Install speed humps along the length of California Street from Chandler Boulevard to Alameda Avenue. It should be noted that this measure would require deviation from the City criteria which state that speed humps may be installed on streets with average daily traffic volumes of 500 vehicles per day to 2,000 vehicles per day.

POTENTIAL IMPROVEMENT STRATEGIES - CLARK AVENUE BETWEEN HOLLYWOOD WAY AND BUENA VISTA STREET

The problem to be addressed on Clark Avenue is excessive speeds. Although Clark Avenue has four-way stop signs at Catalina Street and California Street, significant speeding still occurs between the four-way stops. The following strategy is proposed for consideration.

• Install new four-way stop signs where there are currently two-way stop signs at Clark Avenue/Niagara Street and Clark Avenue/Fairview Street. Stop signs are generally to be used to assign right-of-way and to improve traffic safety. This pattern of stop signs every two blocks has proven effective for speed and potentially volume reduction in other cities. We recommend that this application be limited only to those areas with demonstrated problems and those for which detailed studies have been undertaken, to avoid the proliferation of stop signs and the subsequent tendency for motorists to disobey the signs.

POTENTIAL IMPROVEMENT STRATEGIES - JEFFRIES AVENUE BETWEEN HOLLYWOOD WAY AND BUENA VISTA STREET

The problem to be addressed on Jeffries Avenue is excessive speeds. Although Jeffries Avenue has four-way stop signs at Catalina Street and California Street, speeding still occurs between the four-way stops. The following strategy is proposed for consideration.

• Install new four-way stop signs where there are currently two-way stop signs at Jeffries Avenue/Niagara Street and Jeffries Avenue/Naomi Street. As with Clark Avenue, it is not anticipated that a significant amount of traffic diversion would occur.

POTENTIAL IMPROVEMENT STRATEGIES - CORDOVA STREET FROM MAGNOLIA BOULEVARD TO CLARK AVENUE

The problem to be addressed on Cordova Street is high traffic volume. While the volume on this section of Cordova Street is not excessive, the presence of Roosevelt School generates the majority of the traffic in this area. The following strategy is proposed.

• Install chokers on Cordova Street south of Magnolia Boulevard, in conjunction with advisory signs regarding through traffic. This measure may be sufficient given the current level of traffic volumes.

GENERAL MEASURES

Some measures are recommended for consideration in Magnolia Park that are not site specific. They include the following.

- The City should consider expanded use of the "radar trailer" for the Magnolia Park area. Radar trailers are movable speed monitoring devices that are used intermittently throughout the City to notify motorists that they are speeding. They flash existing speeds to inform motorists of their true speed, and are usually used on sensitive streets. They are most effective when combined with police speed enforcement, and must be regularly moved to different locations so that motorists do not learn to ignore the speed warning.
- Neighborhood markers can be used to inform motorists that they are entering a residential neighborhood, specifically the Magnolia Park study area. This can be used most effectively with landscaped chokers, but also on standard neighborhood streets. They serve two purposes: 1) to inform the motorist that he/she is driving in a residential neighborhood and 2) to provide the neighborhood a sense of identity.

After a minimum six-month trial period in which some or all of the neighborhood protection measures are in place, the City will take new traffic volume and speed counts to determine the effectiveness of these recommendations.

PREVIOUSLY RECOMMENDED NEIGHBORHOOD PROTECTION MEASURES

Neighborhood protection measures have been proposed as part of the Burbank Media District Specific Plan. Specifically, the following measures are proposed in the Magnolia Park study area.

Along Alameda Avenue between Hollywood Way and Ontario Street, narrow roadways
on the north side of Alameda Avenue via the use of chokers at Cordova, Avon, Lima,
California and Ontario Streets. This measure would include landscaping and
neighborhood identification markers.

These measures have not yet been implemented. It is recommended that the City consider implementation of these measures in conjunction with the measures which are ultimately adopted for the other streets in the Magnolia Park area.

WARNER STUDIOS EXPANSION PLANNING PROCESS

Warner Studios has announced plans to redevelop and expand their facilities at the Warner Ranch Property, which is located in the Magnolia Park study area. Warner Studios is conducting a series of public meetings to review the development plans with local residents, business owners, elected officials, City staff and other interested persons. At the same time, a comprehensive analysis of the potential environmental impacts of the project is being undertaken to satisfy the California Environmental Quality Act (CEQA) requirements. That environmental analysis will include a detailed traffic circulation study of the impacts of the project on local traffic flow.

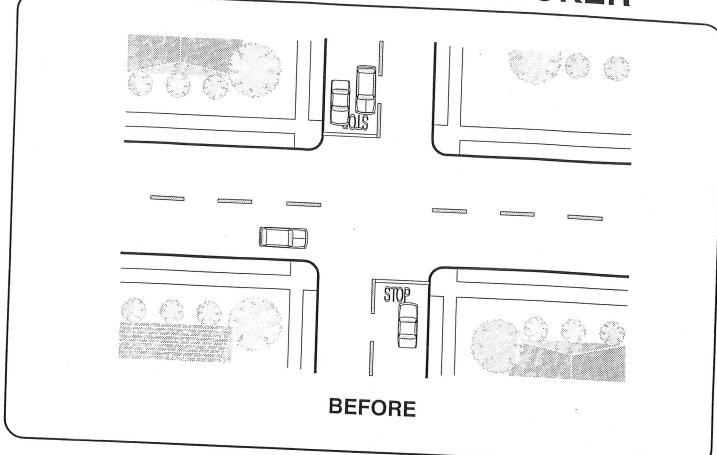
It is important to note that this Magnolia Park Neighborhood Traffic Study Program report primarily addresses existing traffic impacts and impacts which would be caused by the generally anticipated growth in the area. It does not specifically address the impacts of the Warner Studios development at Warner Ranch. Impacts and potential mitigation measures related to the Warner Ranch project will be addressed in the EIR, which will be reviewed by City staff, the public and elected officials. The mitigation measures recommended in the EIR should be closely coordinated with the results of this Neighborhood Traffic Program to ensure that the final plan is consistent and addresses both short-term and long-term needs of the community. Depending on the time frame proposed by Warner Studios for development of the Ranch property, the measures in this plan may be implemented in advance of the mitigation measures for the Warner project.

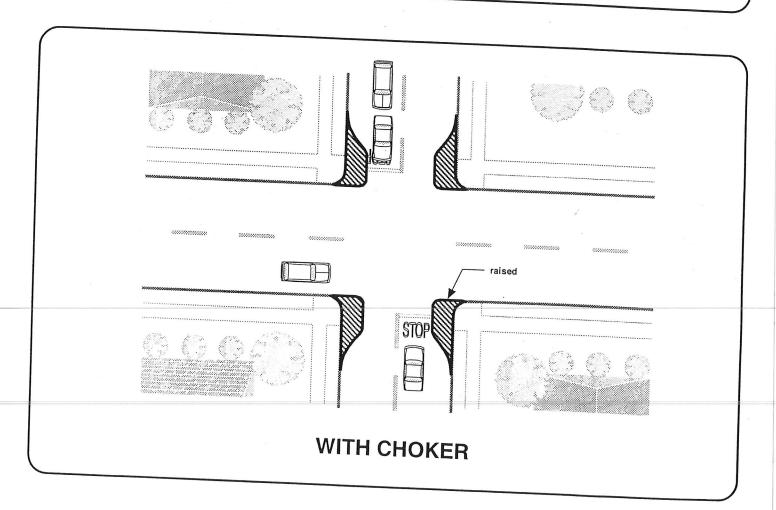
In summary, this plan should not be held up by the Warner Studios development process, but it should be coordinated as closely as possible to ensure that the final neighborhood protection program is implemented in a logical fashion and that it adequately protects local streets.

APPENDIX A

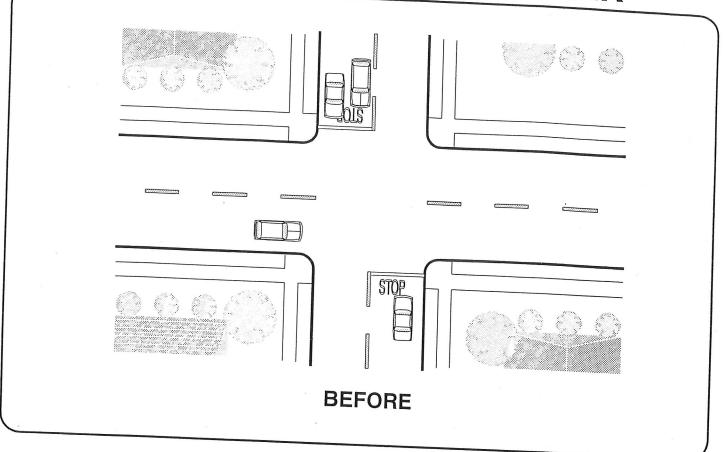
Residential Traffic Control Devices

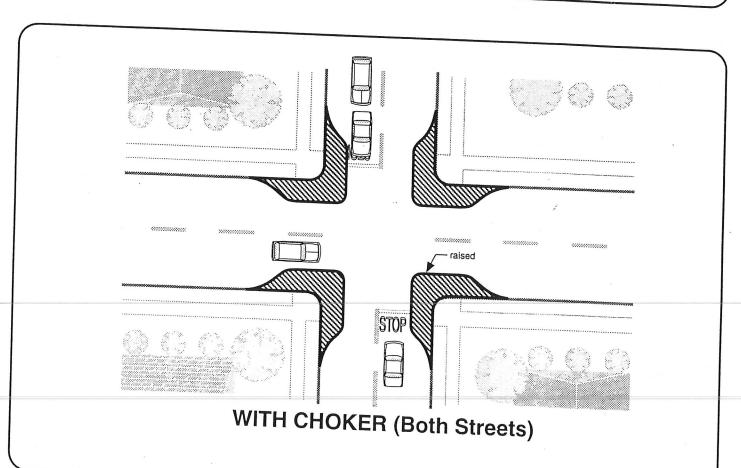
HALF INTERSECTION CHOKER



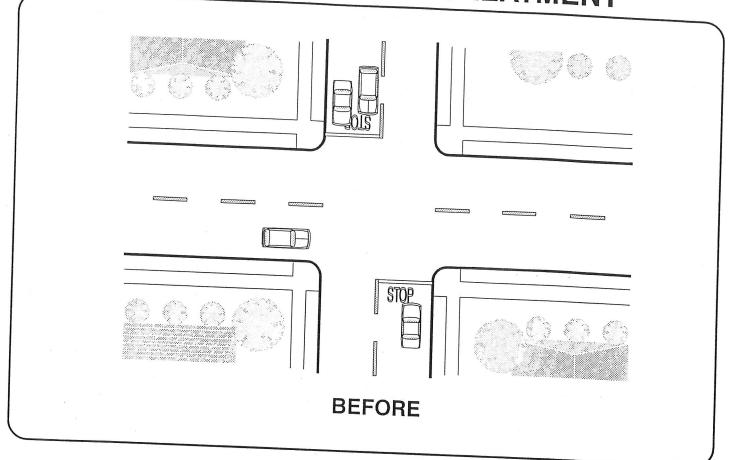


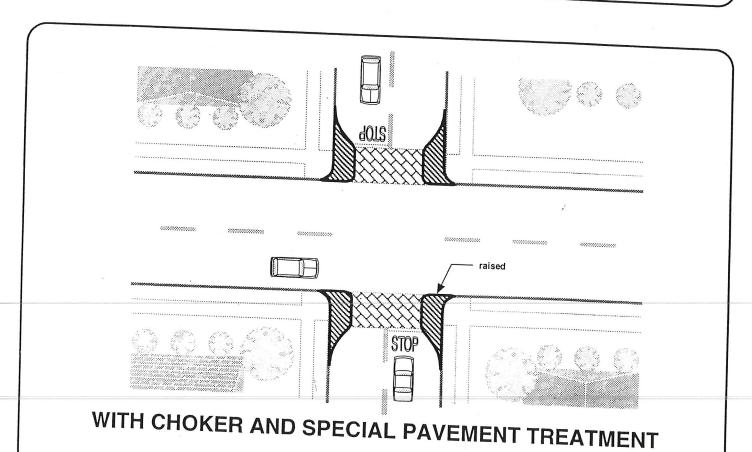
FULL INTERSECTION CHOKER





INTERSECTION CHOKER WITH SPECIAL PAVEMENT TREATMENT





SPEED HUMP

